

**SYSTEM AND METHOD FOR MANAGING TIME-TO-LIVE  
INFORMATION OF MEDIA CONTENT**

**ABSTRACT**

A wireless communication network, and a method thereof, for communicating with a remote device (104) via a wireless link comprising a transceiver (202) and a processor (204). The transceiver (202) obtains preference information relating to the remote device (104). The processor (204) adjusts time-to-live (TTL) information of at least one media content item based on the preference information. Also, the transceiver (202) provides a first media content item and a first TTL information associated with the first media content item to the remote device (104). In addition, the processor (204) identifies a second media content item associated with the first media content item, and determines a second TTL information based on the first media content item.